Time to talk. Time to Change.

let's end mental health discrimination
This is the final annual report of the first phase of Time to Change, and it’s great to be able to open it from the position we are now in – at the start of a new phase, with a dynamic and diverse social movement behind us, and the funding to continue moving towards a tipping point in history when discriminatory attitudes and behaviour are considered unacceptable and outdated.

We have already witnessed greater changes in public behaviour than we expected at this stage – with a 15% reduction in reported levels of discrimination and a 4% increase in the number of people leading discrimination-free lives. This would not have been possible without funding from the Big Lottery Fund and Comic Relief, not to mention the tens of thousands of individuals and hundreds of organisations who have been at the forefront of the movement for change.

In this report we share with you the evidence of change we have already gathered. The final impact data for the first phase will be published during 2012 and these will be our baselines against which we will measure the progress of the second phase.

We now want to ensure that the benefits of reduced discrimination are felt across all communities and ages. We have specific plans for younger and Black and Minority Ethnic audiences, with a particular focus on African Caribbean communities. And we will be funding 75 grassroots initiatives that will engage the general public, led by people with lived experience of mental health problems.

Our theme over the last year, ‘It’s time to talk’, has resonated with the public as we have seen more open and regular discussion of mental health issues in high streets, football terraces and workplaces, as well as in the media. This has been greatly helped by more disclosure from high profile figures, particularly in the last year from sports people.

Over the coming years we will further fuel this national discussion – building to a critical mass where change is sustainable and long term. We hope our lasting legacy will be to ensure that future generations will be able to be much more open about their mental health and to receive understanding and support from those around them, and society as a whole.

The work and the impact documented in this annual report is the result of the energy and persistence of many tens of thousands of people and many effective partnerships.

Thank you.

Sue Baker, Director
Evidence from the Institute of Psychiatry, King’s College London shows that we are delivering behaviour change amongst the general population in England, with tens of thousands of people with mental health problems leading this change and feeling more confident to tackle discrimination.

More people are living lives free from discrimination
This is our ultimate goal, and there has been a 4% increase in the number of people who are leading lives free from discrimination since the launch of Time to Change. We estimate that this means that 23,500 more people are now living lives free from any form of discrimination than at the start of the campaign.

This reduction in discrimination was first evidenced in the 2009 Viewpoint survey (published in 2010) which asked 1000 people with mental health problems about their experiences of discrimination; and remained consistent in the 2010 survey which was published in 2011. The 2011 report will be published later in 2012.

The 2010 Viewpoint survey also evidenced a 15% reduction in the levels of discrimination that people experience, which means that people are facing discrimination in fewer areas of their lives.

The public have improved attitudes towards mental health
According to the Department of Health’s annual Attitudes to Mental Illness survey, there have been improvements to public attitudes since the start of Time to Change.

Between 2008 and 2010 we saw a 2.2% improvement in public attitudes among adults at a national level. However, in 2011 we lost some of these improvements in public attitudes. This reflects international research which suggests that attitudes towards ‘vulnerable groups’ including people with disabilities, can harden during periods of recession and higher unemployment.

However, what the research doesn’t tell us is how much bigger the drop may have been without the existence of Time to Change.

We know that for people who are aware of Time to Change, attitudes have remained more positive. Despite the dip in public attitudes over the last year, public behaviour remains improved.

More people are aware they know someone with a mental health problem
Knowing someone with a mental health problem, or having met someone who is open about it, is one of the most powerful indicators that someone will hold more favourable attitudes towards those of us with mental health problems.

Based on this, through all our work we aim to drive more open disclosure of mental health problems as a way of changing attitudes, and to actively bring people who don’t have mental health problems into contact with those who do.

Over the course of Time to Change, we have generated more than 600,000 of these conversations or contacts. And within the general population, there has been a significant increase in the number of people who say they know someone with a mental health problem. This suggests that levels of social contact are increasing, which should in turn lead to further improvements in public attitudes.

More people feel confident talking about their mental health problem
There are clear signs that our work is empowering people with mental health problems to speak out in their tens of thousands.

The 2011 Attitudes to Mental Illness survey showed that the percentage of people saying they would be comfortable talking to a friend or family member about their mental health rose between 2009 and 2011 from 66% to 70%.

More people are also saying that they would seek help for a mental health problem.

Meanwhile in the Viewpoint survey, people who were aware of Time to Change were significantly more likely to report feeling more confident in challenging stigma and discrimination than a year ago, compared to those who had not heard of our campaign.

An estimated 83,248 people directly ascribed their increased confidence to Time to Change. The surveys between 2008 and 2010 have also shown that the need to conceal a diagnosis of mental illness has fallen by 5%.

There is a clear link between awareness of Time to Change and improved attitudes and behaviour
We don’t claim sole responsibility for these encouraging trends, but we do know from asking people in our target audience that when they are aware of our campaign, there is a significant improvement in knowledge, attitudes and intended behaviour around mental illness. This link is growing over time, which suggests that awareness of the campaign is building. We see Time to Change as a catalyst for the many new conversations taking place.

www.time-to-change.org.uk/impact
Tackling fear and awkwardness

The campaign addressed the fear and discomfort that people feel about talking about mental health. Through advertising and PR, we created discussion about mental health problems, and drove people to have the conversations they feared or avoided. It was important to show that just a few small words can make a big difference, and that often people’s awkwardness about having these conversations can be worse than the reality.

By using humour in TV and radio advertising, we showed people that there was much less to fear about having these conversations than they might have expected. The campaign used advertising in pubs, stations and offices to provoke conversations in natural, social settings, and gave people the tools they needed to start talking – such as postcards, e-cards, and simple tips on how to talk about mental health, starting with just asking someone how they’re feeling.

People were more likely to talk

Evaluation of the campaign showed that it struck a chord with the public and succeeded in getting people talking. During the first burst of the campaign in March and April 2011, our Facebook fans increased by 81% as people headed online to start their conversation or find out how to do so. And in research with our target audience, 51% of people who had seen the campaign said they would be more likely to talk to someone about a mental health problem in the future.

By encouraging the public to feel more confident starting these conversations, while supporting people with mental health problems to feel more able to talk about it, we have begun to turn the vicious cycle of silence and fear into a positive one of openness, greater confidence to talk about mental health, and improved public attitudes.

www.time-to-change.org.uk/timetotalk
Together, we’ve got communities talking

Working in partnership, we have generated hundreds of thousands of conversations about mental health. People with mental health problems have been at the heart of this: by opening up in their own communities, they have encouraged the public to talk more about mental health and change their perceptions.

Roadshows
During the summer, in partnership with local organisations and individuals we ran 21 roadshows in high streets and shopping centres, to create opportunities for people with and without mental health problems to have conversations about mental health. Our brightly coloured set and street theatre performances helped draw in people who might not normally think or talk about mental health.

The roadshows would not have been possible without the 600 volunteers who led the conversations. Advisors with experience of mental health problems developed peer-led training to support volunteers to speak to the public, using their experiences to tackle stigma in a positive way.

One volunteer had not talked about her mental health problem to anyone apart from her psychiatrist until she attended a roadshow. Another got involved after passing by the roadshow - after finding out what it was about he decided he wanted to volunteer himself and went on to set up a campaign in his college. And one volunteer’s experience on the roadshow inspired her to look for more voluntary or part time work. So as well as engaging those who might not normally think about mental health, the roadshows brought new supporters on board and gave people the confidence to speak out - in some cases, for the first time.

We also worked with NHS Trusts, service user and carer groups, community organisations and local Minds and Rethink Mental Illness services to recruit local volunteers and ensure that people coming to the roadshows could find out where to access local support and information.

Conversations in everyday places
We want to make it more routine to talk about mental health in everyday life. So as well as our roadshows, people have used our resources and their own ideas to start conversations in many day to day community settings. This has ranged from talking to people at festivals, university freshers’ fairs and school fêtes to ‘Human Libraries’ which encourage the public to borrow ‘human books’ with mental health problems.

The roadshow in numbers...
• We travelled over 3,000 miles
• 600 volunteers took part
• We had 23,500 conversations

“A huge thank you for putting on these events. I’ve met some great people and the cause is one we all feel strongly about - you’ve brought a lot of people together and I’m forever grateful for that!”
Nikki, roadshow volunteer

“It was a privilege to talk to people about mental health and hear their responses. It helped me to feel good and I like to think it might have helped them too.”
Fiona, roadshow volunteer

www.time-to-change.org.uk/events
Empowering people to challenge discrimination

As a result of the ‘It’s time to talk’ campaign, many people with mental health problems have said they’ve been able to talk to others about their experiences or diagnosis for the first time. We have also helped increase over 160,000 people’s knowledge, skills and confidence to challenge stigma and discrimination in a range of ways.

Providing information and resources
Over the last three years, groups and individuals with lived experience of mental health problems have delivered their own anti-stigma projects with the support of Time to Change, and have contributed to an online resource to share what they did and learnt in order to help and inspire others to get their own projects off the ground.

We have also continued to provide and update information on our website to help people understand their rights in the workplace and what they can do to challenge discrimination if they are experiencing it.

Speaking out
With Time to Change support, people with mental health problems spoke out in a further eight grassroots projects in 2011. The initiatives ranged from a group of African and Caribbean women who told their stories through performance and art, to a community kite making workshop in Margate where Time to Change kites were flown on the seafront. The projects were mentored by our Regional Coordinators, people with experience of mental health problems who provide support, training and networking opportunities for people to challenge discrimination for themselves.

Champions
We have also supported a wider network of more than 1800 Champions who want to use their own experiences to challenge discrimination. Following two successful networking events in 2010, people with lived experience led and delivered an event for other Champions in June 2011. From an Involvement Worker who delivers anti-stigma training to professionals by sharing her story, to Chris, a media volunteer, to Nikki who had joined us on Facebook and wanted to get more involved, the event brought people together who have added their voices to our movement in different ways to support and inspire each other.

Online conversations
Our Facebook community has continued to grow into a vocal and passionate family of more than 90,000 people. From joining us on Facebook people have gone on to speak to the media about their experiences, and volunteer at events. We regularly ask our Facebook community how they feel about our latest campaigns or news stories about mental health.

The web has also been an important means for people to start speaking out to others in their lives about their mental health problems. Many of our Facebook members have told their online ‘friends’ about their mental health problem for the first time since joining Time to Change. Our #befrank hashtag on Twitter saw hundreds of people telling the Twittersphere about their experiences - again, many for the first time. This groundswell of people being vocal online about their experiences has helped to inspire and encourage others to do the same, and shown that talking about mental health problems is OK.

“Just the fact that there ‘was’ a Facebook group and a new campaign, sort of made it okay to tick that little ‘mental health issues’ box on my college application form. First time ever.”
Facebook fan

“Have just applied for a job thanks to your Facebook updates.”
Facebook fan

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Leadership by experience

People with mental health problems have always been at the heart of Time to Change and in 2011 we built on the ways in which people take on leadership roles within the programme. People with mental health problems influence and lead our work at a strategic level, as well as many more speaking out about their experiences to deliver change in communities.

Management roles

In the first phase of Time to Change, representatives from our 12-strong Lived Experience Advisory Panel (LEAP) held roles within all our management and governance boards and teams, making strategic decisions about the programme. Lived Experience Advisors also sat on project steering groups, including our Campaign Advisory Group, and continue to do so in the new phase.

Shaping our direction

Members of the Lived Experience Advisory Panel were also central to the team that developed the bid for our new funding, advising on what the new programme should look like, how it operates, and how people with experience of mental health problems can lead, shape and be supported by our work.

The delivery team

Our Lived Experience Advisors as well as our eight Regional Coordinators, all of whom have direct experience of mental health problems, have been core parts of the Time to Change team in the first phase. All were involved in designing and leading the programme, from working with our evaluation team to running regional masterclasses, and developing and delivering training for roadshow volunteers, sports professionals and key professional groups.

A high proportion of our staff have mental health problems, many of whom are open about their experiences and bring these insights into our work. We actively encourage people with experience of mental health problems to apply for all roles and see this as a positive attribute – and an essential one for certain roles.

Leading us into the future

In the next phase of Time to Change we no longer have a Lived Experience Advisory Panel. That’s because while our Advisors in Phase 1 have made an invaluable contribution, we want to widen involvement and leadership to a broader range of people. Through our Champions network, we are opening up roles at the heart of the programme to a bigger, more diverse pool of people. The network is open to anyone with experience of mental health problems, and we will provide training and mentoring to help people develop into leadership roles. This evolved approach to leadership by experience is just one of the legacies that our Lived Experience Advisory Panel has left.

“Change often comes dripping slowly. Through the effort of individuals and groups of people we have made a real difference. This will hopefully continue and the selfless work of many people will ensure one day that stigma of mental health is history.”

Lol Butterfield, Lived Experience Advisor

“I get as much out of being involved as I contribute and the diverse range of people I have met along the way is testimony to us all acknowledging our vulnerability to mental health problems and how we all have a role to play in Time to Change.”

Angela Etherington, Lived Experience Advisor

www.time-to-change.org.uk/leadership
Because different communities may need different approaches to improve their attitudes and behaviour, in 2011 we trialled a tailored campaign with the South Asian community. We are also reviewing our work with BME communities to make sure our future work effectively engages a diverse range of communities and groups.

A community-led South Asian campaign in Harrow

Following extensive research we worked with people from the South Asian community in Harrow to deliver a targeted local campaign.

The campaign adapted our national work for the South Asian audience. This included adding more myth-busting material that addressed culturally specific areas of misunderstanding or stigma - for example, around the role of the family and the perception that mental health problems might damage marriage prospects.

As well as using targeted media to feature stories of people from the community, and distributing tailored materials in Urdu, Gujarati, Tamil and Hindi, we worked with volunteers to get people talking at community events and festivals. A group of South Asian Champions led bilingual conversation sessions at community groups including a yoga group and Asian Women’s breast cancer group.

Diverse approaches

Using faith and the arts to start conversations

Our Harrow Champions attended faith events including various Melas and the two day Janmashtami festival at Watford’s Hare Krishna temple. Raksha Bandhan is a Hindu festival celebrating the bond between brother and sister through the exchange of bracelets called ‘rakhis’. We distributed 2000 Time to Change rakhis to health centres, shops and restaurants, with a message about the importance of talking about mental health with family. Arts events including a screening of the award-winning film about a South Asian family, ‘Open Secrets’, also helped us to reach wider audiences.

Overall, two thirds of people claimed to have improved opinions of people with mental health problems as a result of the Harrow campaign.

More widely, the campaign and the people in Harrow who were part of it helped us learn more about how to work in a targeted way with specific BME communities. We also developed tools, such as translated materials, that can now be used by others who want to tackle stigma in South Asian communities.

Reaching diverse audiences nationally

Our national campaign is evidencing a positive impact on some BME groups within our target audience and we continue to monitor its impact among these audiences as well as on the overall population.

Our local events and initiatives also engage diverse communities. We chose roadshow locations that would help us engage with a wide range of people and included stops at Brighton Pride and London and Southampton Melas. Time to Change events have been run by and for groups from a whole range of communities including Irish travellers, African and Caribbean women, and people in rural communities.

Becoming more inclusive

We still have more work to do to ensure our work is as inclusive as possible. We have appointed a BME expert to our Programme Advisory Board and will continue to monitor the impact of all our work on people from BME communities. We are ring fencing 25% of our grants fund for groups from BME communities to develop their own anti-stigma work. We have also recruited Equality Coordinators to help us engage, represent and empower people from a range of diverse groups.

The South Asian community needs a campaign like this to bring mental health into the open and stop hiding it away as it’s not something to be ashamed of. It’s the only way we can make a change.”

Chandrika Patel

“There is a lot of stigma and shame around mental illness in the Asian community and that mostly comes from misinformation and misunderstanding because it’s hidden away and people don’t talk about it. But I have a big, strong family network and they became involved in my care and helped me to get better.”

Selina

www.time-to-change.org.uk/translatedmaterials
Conversations with organisations

Our social movement is now broader and more vocal than ever, as we have built on our work with the NHS and voluntary sector and created new relationships beyond the mental health sector. These partnerships have brought new energy and creativity to the campaign, allowing us to reach more corners of society. We would not have been able to achieve the change that we have without the contribution of these hundreds of organisations.

Regional partnership workshops and sharing successes

In January 2011 we invited organisations interested in working with us to challenge discrimination to six masterclasses. The events gave partner organisations the chance to showcase their own anti-stigma activity and work together to develop local and regional campaigns. All in all we spoke to 250 people from 161 organisations at these events, and one third were from organisations that did not directly have a mental health remit – including churches, libraries, job centres and even a land registry.

Broadening our partnerships

2011 saw the development of new partnerships that have allowed us to reach different communities and engage employees in major companies. We have run employee roadshow events with British Gas and BT, and launched a resource pack for churches in partnership with the General Synod of the Church of England.

Other organisations that have pledged their support in 2011 include Transport for London, the Lesbian and Gay Foundation, the Yorkshire Evening Post and the Civil Service Benevolent Fund. You can see a full list of our pledgers on pages 28 and 29.

Regional campaigns

Some regional partners have taken their campaigns from strength to strength. NHS Leeds and Leeds and York Partnership NHS Foundation Trust have continued to run the successful Time to Change in Leeds campaign, with activity ranging from arts festivals to engaging businesses in the area. In Dorset, a coalition of NHS and voluntary sector organisations have been working with local businesses, the police, education and people with lived experience of mental health problems to run a programme of awareness raising, events and media engagement. NHS Somerset has put on photography and arts exhibitions on the theme of mental health stigma. These are just a few examples of the hundreds of organisations that have used Time to Change as a springboard for their own campaigns and developed new and creative ideas for tackling stigma locally.

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Talking at work and to professionals

In the final year of our first phase we have completed projects that aim to change the attitudes and behaviour of professionals towards people with mental health problems, and provide legal information and advice on mental health discrimination.

Supporting discrimination cases
Among several discrimination cases the legal team supported in 2011, we advised one claimant whose job offer had been withdrawn very shortly after she disclosed to the employer’s Occupational Health Adviser that she had a mental health problem. The employer moved quickly to settle the case. We also worked on a case relating to health enquiries being made in a way that may breach the Equality Act provisions on pre-employment health questions.

Helping change wider practice
We have responded to draft guidelines from the Employment and Human Rights Commission about asking health questions during the recruitment process. We have also worked with a leading law firm to highlight our work to their clients from the finance sector and other FTSE 250 companies and encourage employers to be more open to discussing mental health in the workplace and to create supportive environments.

Supporting people to know their rights
As well as helping employers understand more about mental health, resources on the Time to Change website guide people through their rights as an employee or someone looking for work. After using our resources a third of people said they were more likely to apply for work, a third said they were more likely to disclose a mental health problem to an employer, and half said they were more confident about what to do next regarding their employment situation.

Education Not Discrimination
Through this project, we have trained over 7000 professionals over the course of the first phase of Time to Change. Involvement Workers who all have experience of mental health problems have delivered anti-stigma training, with personal testimony at its heart, to medical students, trainee and senior teachers, and staff working in GP surgeries.

Evaluation of the training has shown a significant improvement in reported and intended behaviour towards people with mental health problems among trainee and senior teachers. After taking part in the training, 92% of GP surgery staff surveyed said they would be willing to work with someone with a mental health problem compared to 76% beforehand.

Learning and development for our trainers
Training for Involvement Workers who deliver the Education Not Discrimination sessions is accredited by Middlesex University, and can be used to build up credits towards a higher education certificate, diploma or degree by agreement with a university. Five workers have gained a pass at level HE4 and one at level HE6.
Talking through sport

Stan Collymore, Michael Yardy and Jonny Wilkinson all spoke out about their mental health problems in 2011 – and the support they have received from the public and their team mates has suggested that the world of sport is becoming more open about the issue. We have been working with partners including the Premier League and the FA to encourage players, clubs, coaches and fans to talk more about mental health and become more inclusive of people with mental health problems.

Changing the culture of sport

From the elite level to the grassroots, as many people in the world of sport are affected by mental health issues as in the wider population. To make the culture of grassroots sport more accessible for people with mental health problems, we have run the first ever national mental health training for people in sport – 70 sessions attended by 825 coaches from a range of sports, from football, rugby and cricket to athletics, dance and even roller derby. The training was delivered by people with direct experience of mental health problems, and evaluation showed that it improved the attitudes of those who attended.

Imagine Your Goals

Sport is an important part of community and social life, and can be a helpful way of breaking the isolation that people with mental health problems can experience and ensuring people are involved in their communities. Through the Imagine Your Goals scheme, funded by the Premier League and Sport Relief, we work with 16 football clubs to use football and the community facing role of Premier League clubs to raise awareness about mental health, bring people with mental health problems and others from the community together, and support people with mental health problems to improve their wellbeing and confidence.

Mental health best practice in sport

The Imagine Your Goals projects and others like them have had huge benefits both for the wellbeing and confidence of people with mental health problems, and on the attitudes and behaviours of the communities they work in. We have produced two best practice guides to help others set up sport and mental health projects. Hosted on the FA website, the toolkits bring together some of the best examples of this work and give practical advice on commissioning and setting up similar projects.
Sustaining social change

2011 saw the end of our first phase, which was funded by the Big Lottery Fund and Comic Relief. But we have always believed our work needs to continue for the long term and have worked hard to secure a future for the programme. In October 2011 the Department of Health and Comic Relief announced new funding for a second phase, to run until March 2015.

The work of a generation

We have seen the beginnings of change. But we are still some way from reaching that tipping point where ignorance and stigma in relation to mental health are regarded as just as socially unacceptable as homophobia, racism and sexism: still present in our society, but always challenged when rearing their ugly heads.

It is still the case that 87% of people with mental health problems experience stigma and discrimination, and that two thirds say that this is as bad as, or even worse than, the symptoms of the illness itself. While that remains the case, Time to Change is still needed.

Evolving the programme

Time to Change had no significant precedent to follow in England. It is therefore inevitable that we would learn a great deal in these first four years. We used this learning to develop our new strategy, which builds on our successes and responds to areas where we need to do more.

The second phase builds on how people with experience of mental health problems are involved in leadership roles, as well as looking at how we can increase people’s ‘social capital’ – or ability to participate in their communities and wider society. We will also focus on engagement with Black and Minority Ethnic communities, and extend our programme to work with children and young people.

“I am very proud of the partnership between the Big Lottery Fund and Time to Change in its hugely successful first phase. The £16 million investment through our Well-being programme has enabled Time to Change to make real inroads in successfully challenging mental health stigma and discrimination. I am also pleased to see that in recognition of the progress made, Time to Change’s work will continue, sustained by the Government and other funders. I look forward to seeing the campaign build on the foundations that BIG has funded in the years ahead.”

Peter Wanless, Chief Executive, the Big Lottery Fund

“Coping with a mental health condition is difficult enough without the added burden of overcoming discrimination too. That’s why I am committing up to £16 million over the next three and a half years to Time to Change to help fight the negative attitudes people have towards mental health conditions.”

Paul Burstow, Minister of State for Care Services

“Comic Relief has a long standing commitment to helping people with mental health problems across the UK and has been working on this particular campaign since 2007. Four years on, we’re really starting to see some positive results - but we understand change takes time, and this next phase of the campaign will build on the success to date and the important lessons we have learned so far.”

Kevin Cahill, Chief Executive, Comic Relief

www.time-to-change.org.uk/phase2
Our future plans

Our new phase will continue to change public attitudes and behaviour towards people with mental health problems on a national scale, whilst working in a targeted way with communities and building the skills and confidence of individuals to tackle stigma. We are extending the programme to work with children and young people, and broaden our social movement to take our message even wider.

Phase 2 aims

- Improve public attitudes by 5%
- Reduce discrimination by 5%
- Reduce the number of areas of life in which people with mental health problems experience discrimination
- Improve the confidence and ability of people with mental health problems to tackle discrimination
- Improve the social capital of people with mental health problems

Social leadership

Working with people with mental health problems to improve their ability to take on leadership roles in Time to Change, their communities and society is central to all that we do in Phase 2. 14 Regional and Equalities Coordinators will help build and support our network of Champions to do this.

Grants for grassroots projects

Our new £2.7m grants scheme is funding 75 community projects, led by people with experience of mental health problems, that bring people with and without mental health problems together to start conversations and break down stigma.

Tackling stigma among children and young people

Two regional pilots, the first in Birmingham, will tackle stigma and discrimination among young people. We are also looking across all our work to engage a younger age group, as well as parents and families, and build a pool of young Champions. Children and young people are driving this work forward themselves, through our Young People’s panel.

Working with BME communities

We will do more to engage, reach and measure the impact of our work with people from Black and Minority Ethnic communities, with our first focus on African and Caribbean communities. 25% of our grants fund is ring fenced for work with BME communities and we will ensure the learning from these projects is shared. We will build new relationships and networks with BME organisations, including through our Equalities Coordinators.

Strategic media engagement

Our new media advisory service is working with broadcasters and print media to improve the representation of people with mental health problems. We will also seek to secure high-level support from major media companies.

Continued focus on changing public attitudes and behaviour

Through our national social marketing campaign and digital media we will continue to reach out to the public to change the way they think about, and behave towards, those of us with mental health problems.

Working with organisations

People with experience of mental health problems will health check 50 employers on their culture and practice with relation to stigma and discrimination. We are also running a series of masterclasses to help build the skills of organisations to tackle stigma, and want to encourage an even broader range of organisations to make a pledge to end mental health discrimination.

Community engagement

We are running, and supporting others to run, community engagement events that bring people with and without mental health problems together to talk about mental health in everyday settings - from libraries to shopping centres.

www.time-to-change.org.uk/phase2

"Excellent news, especially for young people like me who have to try and keep a positive attitude despite being surrounded by stigma.”

Facebook fan
Thanks to all of you who have worked with us in our first phase. These organisations have all formally pledged their support but there are hundreds more who have added their voice to the movement for change.

NHS

Birmingham and Solihull NHS Foundation Trust
Cambridge University Hospitals NHS Foundation Trust
Cambridgeshire and Peterborough NHS Foundation Trust
Camden and Islington NHS Foundation Trust
Chesterfield Royal Hospital NHS Foundation Trust
Chesterfield and North Derbyshire NHS Trust
Derby Hospitals NHS Foundation Trust
Derbyshire NHS Foundation Trust
Derbyshire County Primary Care Trust
Dorset HealthCare NHS Foundation Trust
Dorset HealthCare University NHS Foundation Trust
Islington
Leeds
Dorset HealthCare University NHS Foundation Trust
Leeds Partnerships NHS Foundation Trust
Lincolnshire Partnership NHS Foundation Trust
Manchester Mental Health and Social Care Trust
Nottinghamshire Healthcare NHS Trust
South Staffordshire and Shropshire Healthcare NHS Foundation Trust

Corporate

BT
e.on
Serco Welfare to Work

Voluntary Sector

Local Government

Sport

Education

Other

www.time-to-change.org.uk/organisational-pledge

The supporting organisations represented on these pages are those who have pledged between 2008 and the end of 2011.
Start a conversation today

Mental health is everybody’s business, affecting all families, communities and organisations. As you have read, we have been working with thousands of individuals and hundreds of organisations to get people talking about mental health and break down the silence, shame and fear surrounding it.

There’s something everyone can do to add their voice to the social movement for change. Together, we can break the silence and release the potential of the millions of people with mental health problems to play an active role in society.

Become a Champion
Anyone with lived experience of mental health problems and a passion for tackling stigma and discrimination can become a Champion. Join our network and we’ll get in touch with opportunities to help lead and deliver our work. We’ll also be offering training and resources to help Champions speak out.

www.time-to-change.org.uk/champions

Get your organisation involved
Can your organisation make a pledge to help tackle discrimination, or run some Time to Change activity to engage employees, customers or the wider community?
www.time-to-change.org.uk/your-organisation

Run a local event
Our free toolkit can help you make your own community engagement events really effective, and we might be able to offer more specific support for certain events.
www.time-to-change.org.uk/events

Apply for a grant to run your own project
We are awarding 75 grants to groups and organisations who can deliver projects that change attitudes within their communities. All groups must have people with experience of mental health problems in leadership roles to be eligible for a grant, and 25% will be for people from BME communities.

www.time-to-change.org.uk/grants

Sign up for news and updates
Find out about the latest opportunities and hear what others are doing to challenge stigma by signing up:

On our website: www.time-to-change.org.uk
On Facebook: www.facebook.com/timetochange
On Twitter: @timetochange

But there’s one crucial thing we can all do now and every day, at work, at home, or at school. That’s talk.

Say these three powerful words to someone you know who has been dealing with a mental health problem: ‘How are you?’
Tell your colleagues or friends about Time to Change. Pass on this report or send a postcard. Join us on Facebook or get tweeting.

Just start opening up those all important conversations about this long silenced issue that affects us all. Once we all start talking, who knows what we might achieve?
Time to Change is a campaign run by the mental health charities Mind and Rethink Mental Illness to end the discrimination that people with mental health problems face.

In its first phase, Time to Change has been funded by the Big Lottery Fund and Comic Relief.